



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-01-2012 PAGE: 1 of 3

CAMPAIGN GROUP - 304  
ATTN: LISA CABANEL  
1600 LOCUST STREET  
PHILADELPHIA PA 19103

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code								Station/Market			
403949	10-29-2012	10-31-2012	3	KANE ATTORNEY GEN, COMM TO ELECT	KANE ATTORNEY GENERAL	POLITICALS								WPVI - PHILADELPHIA			
Agency Est#			SAR #	Sales Office	Account Executive	Start Date	End Date	Billing						Package	Contract Title		
10.30-11.5				PHILADELPHIA	D. OHLEY	10-30-2012	11-05-2012	M (Broadcast Month, Cycle 1)						N			
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	10-30-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30		X	X	X	X			3	1,500	3	4,500.00
2	11-05-2012	11-05-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	1							1	1,500	1	1,500.00
3	10-30-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30		X	X	X	X			1	2,200	1	2,200.00
4	10-30-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	7	30		X	X	X	X			1	3,800	1	3,800.00
5	11-05-2012	11-05-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	7	30	1							1	3,800	1	3,800.00
6	10-30-2012	11-02-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	7	30		1	1	1	1			4	4,000	4	16,000.00
7	11-05-2012	11-05-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	7	30	1							1	4,000	1	4,000.00
8	10-30-2012	11-04-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30		X	X	X	X		X	1	3,200	1	3,200.00
9	10-30-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30		X	X	X	X			3	1,500	3	4,500.00
10	11-05-2012	11-05-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30	1							1	1,500	1	1,500.00
11	11-03-2012	11-04-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)	8	30						X	X	1	1,400	1	1,400.00
12	10-30-2012	11-02-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	9	30		1	1	1	1			4	1,000	4	4,000.00
13	11-05-2012	11-05-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	9	30	1							1	1,000	1	1,000.00
14	10-30-2012	11-02-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	8	30		1	1	1	1			4	1,100	4	4,400.00
15	11-05-2012	11-05-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	8	30	1							1	1,100	1	1,100.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 403949	Contract Dt 10-29-2012	Revision Dt 10-31-2012	Rev# 3	Advertiser KANE ATTORNEY GEN, COMM TO ELECT	Brand KANE ATTORNEY GENERAL	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA			
Agency Est# 10.30-11.5			SAR #	Sales Office PHILADELPHIA	Account Executive D. OHLEY	Start Date 10-30-2012	End Date 11-05-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
16	10-30-2012	11-02-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	8	30		1	1	1	1			4	1,100	4	4,400.00
17	11-05-2012	11-05-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	8	30	1							1	1,100	1	1,100.00
18	10-30-2012	11-02-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	8	30		1	1	1	1			4	1,600	4	6,400.00
19	11-05-2012	11-05-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	8	30	1							1	1,600	0	0.00
20	10-30-2012	11-02-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	9	30		1	1	1	1			4	1,400	4	5,600.00
21	11-05-2012	11-05-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	9	30	1							1	1,400	1	1,400.00
22	10-30-2012	11-02-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)	8	30		1	1	1	1			4	1,100	4	4,400.00
23	11-05-2012	11-05-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)	8	30	1							1	1,100	1	1,100.00
24	10-30-2012	11-02-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30		X	X	X	X			1	800	1	800.00
25	10-30-2012	11-02-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	7	30		1	1	1	1			4	4,000	4	16,000.00
26	11-05-2012	11-05-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	7	30	1							1	4,000	1	4,000.00
27	10-30-2012	11-02-2012	12:02AM - 01:06AM	LF JIMMY 1202AM MO-FR LTC 1/7/13 (6971)	9	30		1	1	1	1			4	500	4	2,000.00
28	11-05-2012	11-05-2012	12:02AM - 01:06AM	LF JIMMY 1202AM MO-FR LTC 1/7/13 (6971)	9	30	1							1	500	1	500.00
29	10-30-2012	11-02-2012	01:00PM - 03:00PM	DAYTIME 1-4P WEEKDAY (6952)	8	30		1	1	1	1			4	1,100	4	4,400.00
30	11-05-2012	11-05-2012	01:00PM - 03:00PM	DAYTIME 1-4P WEEKDAY (6952)	8	30	1							1	1,100	1	1,100.00

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Agency Est#		SAR #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title								
10.30-11.5			PHILADELPHIA	D. OHLEY	10-30-2012	11-05-2012	M (Broadcast Month, Cycle 1)	N									
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
31	10-30-2012	11-02-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)	9	30		1	1	1	1			4	700	4	2,800.00
32	11-05-2012	11-05-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)	9	30	1							1	700	1	700.00
33	11-05-2012	11-05-2012	10:00PM - 11:00PM	PRIME MO10 (7010)	8	30	1							1	10,000	1	10,000.00
34	10-30-2012	10-30-2012	10:00PM - 11:00PM	PRIME TU10 (7016)	9	30		1						1	6,500	1	6,500.00
35	10-31-2012	10-31-2012	10:00PM - 11:00PM	PRIME WE10 (7021)	8	30			1					1	12,000	1	12,000.00
36	11-04-2012	11-04-2012	08:00PM - 09:00PM	PRIME SU8 (7049)	9	30							1	1	12,000	1	12,000.00
37	11-01-2012	11-02-2012	12:02AM - 01:06AM	LF JIMMY 1202AM MO-FR LTC 1/7/13 (6971)	9	30				1	1			2	500	2	1,000.00
38	11-05-2012	11-05-2012	12:02AM - 01:06AM	LF JIMMY 1202AM MO-FR LTC 1/7/13 (6971)	9	30	1							1	500	1	500.00
39	11-03-2012	11-03-2012	01:35AM - 02:35AM	LF SAT PRIVATE PRACTICE (7767)	9	30						1		1	100	1	100.00
														Contracted Gross Total:		76	155,700.00
														Actual Gross Total:		76	155,700.00
														Agency Commission:			23,355.00
														Net Total:			132,345.00
Month/YR		Preempted		Made Good		Contract Total		Adjustments						Actual Total			
Nov 12		0.00		0.00		155,700.00		0.00						155,700.00			
TOTAL		0.00		0.00		155,700.00		0.00						155,700.00			

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